

AAL FORUM 2011 – Lecce, Italy 26-28 September

New keynote speakers confirmed

Lambert Van Nistelrooij, Olga Rivera, Rafael Bengoa



Brussels, 26 August 2011

The AAL Forum is getting more confirmations for its plenary keynote speakers' programme. **Lambert Van Nistelrooij** (first to the left) member of the European Parliament since 2004 will be among the protagonists of the 2011 edition of the Forum. He has been the co-chair of the AGE-Intergroup as a rapporteur for the European Year on Active & Healthy Ageing. He is also member of the Committee on Regional Development.



Prof Rafael Bengoa (second to the left), Minister for Health and Consumer affairs of the Basque Government - Basque Country, Spain - and professor at the ESADE Business School in Spain, and **Dr. Olga Rivera** (third to the left), Deputy Minister for Quality, Research and Health Innovation of the Basque Government - Basque Country, Spain) - will intervene in the third plenary session on Wednesday 28 September: "How can AAL solutions support social innovation?" They will jointly present a new policy from the Basque Government promoting AAL solutions to change the way care is delivered.



Older Adults with chronic conditions

Five hot topics will be dealt during the Forum, and they will embody the parallel tracks of the Forum.

Among them (the others will be presented in the upcoming press launch), the **Track B - Social Interaction**. The focus of this track will be on projects funded under the second Call in the AAL JP on Social Interaction and other thematically related projects on the European and national levels. The aim of the track is to bring the projects together, discuss relevant research findings and the solutions which could be developed from them, exchange experiences regarding success factors and problems and to learn from each other. Specific sessions on business opportunities and ethical issues as well as issues regarding end-user involvement will be organised.

And the Track C - Independence & participation in the "self-serve" society. The main goal of Track C "Independence & Participation in the AAL Call 3 - Self-Serve Society" is to enable a better cooperation and discussion between the Framework Programme (FP6/FP7) projects, the CIP projects and the nationally funded projects with the AAL JP project in order to highlight actual problems in the self-serve society and to ensure improved efficiency of the projects within Call 3.

The most promising AAL JP project

The first edition of the **AAL Forum's award**, will take place to recognize the project that demonstrates great promise in terms of innovation, human-centric approaches to development and market potential. The award session will feature participants pitching their projects to the judges who will decide on the project that they deem most promising. Judges can give positive and supportive feedback and pose questions to the participants of their experiences.

Join us in Lecce!

To discover the today AAL results and possibilities and contribute to shape the future of ICT based solutions to support seniors!

More information, contacts, and registrations

<http://www.aalforum.eu/>
